

ABSTRACT

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The Influence of Instagram Usage Intensity and Motives for Using #OutfitOfTheDay on Gunadarma University Students' Self-Existence

Keywords: intensity, use motive, self-existence.

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This study aims to see if there is an influence between the intensity of using Instagram and the motive for using #outfit of the day on the self-existence of Gunadarma University students. Social Media Instagram is one of the most popular social media in the community, especially in Indonesia. Instagram or also known as IG or Insta is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. On Instagram social media there are also symbols that are widely used by its users, for example, hashtags (#) or hashtags. The hashtag that is currently very awkward in the youth world is the hashtag in terms of fashion, namely #OOTD. This #OOTD is considered as a form of their sense of existence in terms of fashion in the world of Instagram. The purpose of this study was to determine whether there is an influence between the intensity of Instagram use and the motive for using #OOTD on Instagram on the self-existence of students of the Faculty of Communication Studies.

The research method used is a survey method – quantitative. The theoretical approach used is Uses and Gratification. The total population used is 170 AKMRTV Jakarta Transfer Students who matched the criteria of respondents in this study. The data obtained and analyzed using SPSS 20.0.

The results showed that the intensity of using Instagram and the motive for using #OOTD in Instagram had an effect on the self-existence of Gunadarma University students.

(Bibliography 2003-2021)